



Ministerial Round Table on *Tourism Development Policies and Strategies* in the *Middle East and North Africa* region: *Sustaining Growth through Shocks*

**IFEMA, North CC - N107/108
21 January 2016, 16:00 – 17:30**

In the framework of FITUR 2016, Casa Árabe and the World Tourism Organization (UNWTO) are jointly organizing the fourth Ministerial discussion forum on Tourism Development Policies and Strategies in the Middle East and North Africa (MENA) region under the heading *Sustaining Growth through Shocks*. The discussion will focus on current trends and short term prospects of tourism in the region - in the context of a turbulent regional scenario and persistent uncertainties over the global economic outlook -, as well as on strategies and measures to enhance Tourism safety and security, accelerate and consolidate recovery, sustain growth, boost destinations competitiveness and promote investment.

Programme

15:45 h. Welcome of participants

16:00 h. Opening remarks

Taleb Rifai, UNWTO Secretary-General
Ignacio Ybáñez Rubio, Secretary of State for Foreign Affairs of Spain
Marta Blanco Quesada, Director General of Turespaña
Pedro Villena, Director General of Casa Árabe

16:15 h. Panel discussion

Lahcen Haddad, Minister of Tourism of **Morocco**
Ammar Ghoul, Minister of Territorial Development, Tourism and Handicrafts of **Algeria**
Hisham Zaazou, Minister of Tourism of **Egypt**
Michel Pharaon, Minister of Tourism of **Lebanon**
Nayef Al Fayez, Minister of Tourism and Antiquities of **Jordan**
Rula Ma'ayah, Minister of Tourism and Antiquities of **Palestine**
Mohammed Abu Zaid, Minister of Tourism, Antiquities and Wildlife of **Sudan**
Khalid Jasim Al Midfa, President of Sharjah Commerce and Tourism Development Authority (SCTDA),
United Arab Emirates

Moderator: **Amr Abdel-Ghaffar**, UNWTO Regional Director for the Middle East

17:30 h. Closing

Language: simultaneous interpretation in Arabic, English and Spanish